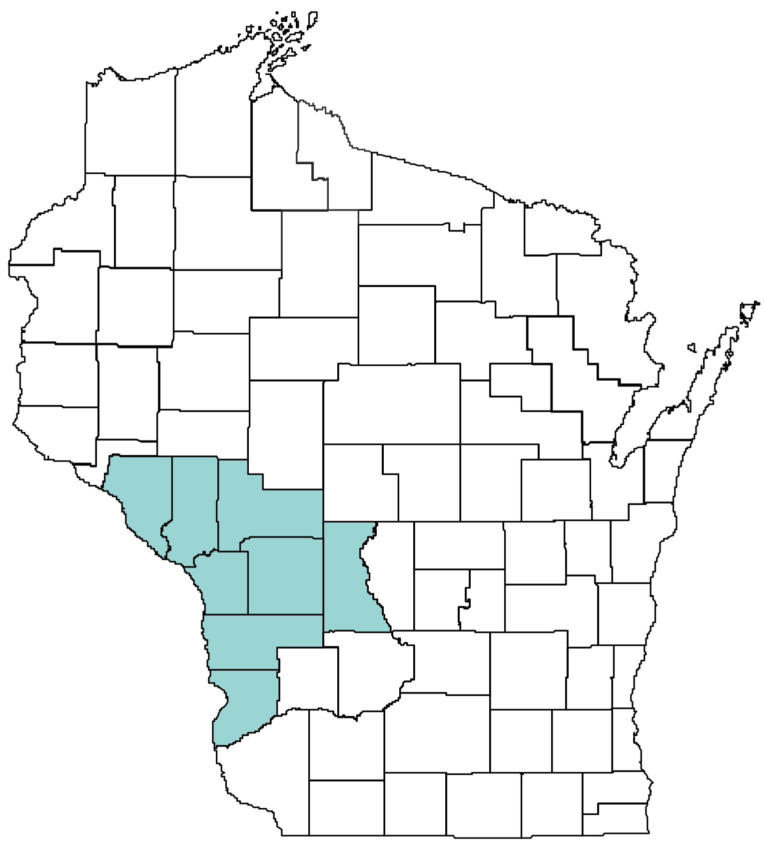
Workforce Development Area Profile

Western Wisconsin

Buffalo, Crawford, Jackson, Juneau, La Crosse, Monroe, Trempealeau, and Vernon Counties.

The labor market is a constant ebb and flow of supply and demand. Too little demand for workers creates too much supply and unemployment increases. But too little supply of workers means job vacancies and lack of employment growth.

Every Workforce Development Area in the state should anticipate a tight labor supply condition by the end of the next decade. Planners in each area must understand the unique set of employment characteristics in their region to development a strategy to meet a future where demand will exceed supply.



William Brockmiller
Regional Labor Market Analyst
608.785.9337
William.Brockmiller@dwd.state.wi.us

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Industry employment and projections

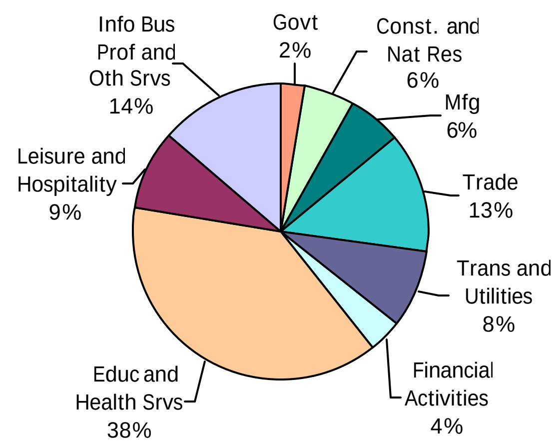
The Western Wisconsin Workforce Development Area Profile, depicts the labor force, significant industry analysis, industry and occupational employment, wages, trends and projections of the local labor market. It is imperative in workforce and economic development to understand the economic and demographic directions of local communities.

The term 'labor market' refers to a geographic area where businesses and industries produce goods and provide services, where employers seek workers, and workers seek employment. The labor market described in this publication is named the Western Wisconsin Workforce Development Area (WDA # 9), often simply referred to as Western Wisconsin. This geographic area includes the eight counties of Buffalo, Crawford, Jackson, Juneau, La Crosse, Monroe, Trempealeau, and Vernon.

The total number of nonfarm jobs in Western Wisconsin is projected to increase by almost 14 percent (+18,400 jobs) totaling 152,800 jobs by 2012. Goods-producing sectors in the regional economy will represent 19.9 percent of total employment by 2012 down from 21.1 percent in 2002. Services-providing industry sectors will increase from 78.9 percent of employment to more than 80 percent of the total in 2012. The table at the bottom of this page lists the region's industry sector growth forecast.

The education and health services sector, already the largest industry in Western Wisconsin, is also expected to show the largest numeric and percentage employment growth. This sector will add 5,510 jobs and grow 30.3 percent from 2002 to 2012. From 2002-2012 more than 38 percent (better than one in three)

Distribution of Job Growth by Industry Sectors in Western Wisconsin: 2002 - 2012



Industry Projections for Western Workforce Development Area, 2002-2012

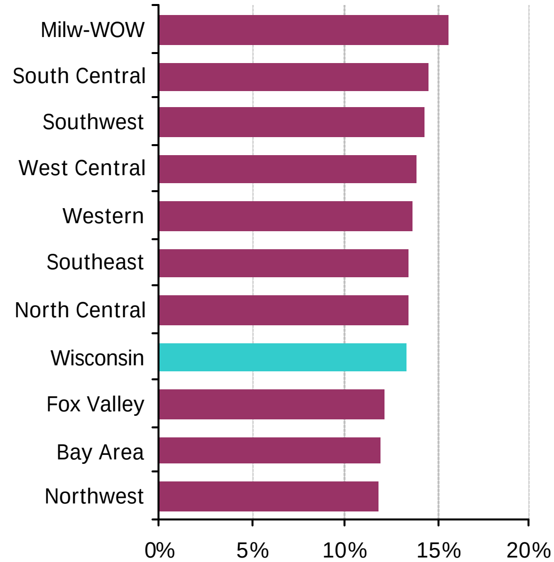
Industry Title	Employment 2002 Estimate	Employment 2012 Projected	Ten-year change Numeric	Ten-year change Percent
Total Non-farm Employment	134,340	152,780	18,440	13.7%
Construction/Mining/Natural Resources	5,250	6,270	1,020	19.4%
Manufacturing	23,090	24,170	1,080	4.7%
Food Manufacturing	2,640	2,690	50	1.9%
Printing and Related Support Activities	1,590	1,630	40	2.5%
Fabricated Metal Product Mfg	2,080	2,190	110	5.3%
Trade	21,640	24,040	2,400	11.1%
Food and Beverage Stores	2,970	3,190	220	7.4%
Transportation and Utilities (Including US Postal)	8,120	9,670	1,550	19.1%
Financial Activities	5,500	6,210	710	12.9%
Education and Health Services (Incldg state & local govt. ed. & hosp.)	28,270	35,310	7,040	24.9%
Ambulatory Health Care Services	5,220	7,260	2,040	39.1%
Nursing and Residential Care Facilities	3,350	4,320	970	29.0%
Leisure and Hospitality	12,270	13,900	1,630	13.3%
Information/Prof Services/Other Services	15,100	17,670	2,570	17.0%
Government (Excluding USPS, state & local govt. ed. and hosp.)	15,100	15,550	450	3.0%

Source: WI DWD, Office of Economic Advisors, September 2004

of newly created jobs in Western Wisconsin will be in the health services industry sector. Currently, hospital employment makes up the majority of this sector's employment and will continue to do so in 2012, however, it is ambulatory health care services that is the fastest growing sector within the Western Wisconsin health services industry. The educational services component of this category, which includes both publicly and privately owned establishments, will grow at a 15 percent growth rate over this time period, a little faster than the overall average growth for the area.

The broad category, transportation and utilities, is projected to grow at the third fastest rate during the abovementioned time period. Western Wisconsin features an interstate highway system winding through the heart of the area, and like an artery in many ways, the highway provides nourishment in the area's economy. This highway system ties the area to Minnesota to the west and to Madison, Milwaukee and Chicago to the east. Throw in the Mississippi River with it's barges and boats and the railways that run though the area and its easy to see why the transportation industry provides the economic fuel that keeps Western Wisconsin growing. The transportation and utilities sector is projected to add 1,550 jobs during the ten-year period, for a 19.1 percent growth rate. This sector will experience a modest increase in its percentage share of jobs contained in Western Wisconsin (graph, bottom left).

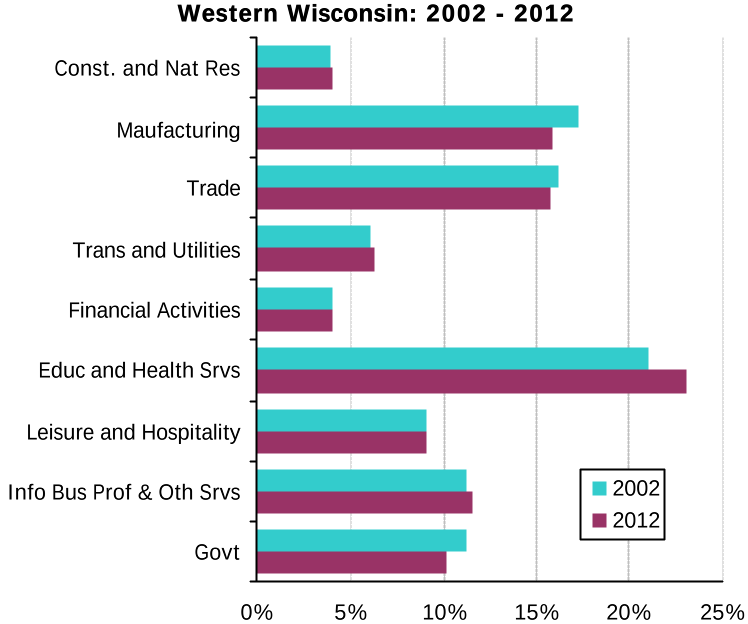
Changes in Employment for Workforce Development Areas in Wisconsin: 2002 - 2012



Source: WI DWD, Office of Economic Advisors, Sept. 2004

Manufacturing is still a significant source of 'family-supporting wage' work for residents of the Coulee Region, but the sector lost ground during the recession of the early 1980s and again lost ground during the recent recession of the early 21st Century. In 1992, 21 percent of all employment in Western Wisconsin was in the manufacturing industry. That percentage shrank to 17 percentage in 2002 and is projected to shrink to 15.8 percent by 2012. Ever increasing gains in worker productivity and intensifying competition from overseas manufacturers are the primary reasons for the losses in manufacturing over the last five years. Even so, there will be job opportunities in the Western Wisconsin manufacturing industries of the future. In general, the average age of a skilled manufacturing worker is higher than the general average age, signifying replacement opportunities for future workers. In addition, partly because of logistics, some industries in Western Wisconsin will likely compete better against foreign competition than others. These industries include food manufacturing, printing & publishing, and fabricated metal manufacturing.

Distribution of Jobs by Industry Sectors in Western Wisconsin: 2002 - 2012



Source: WI DWD, Office of Economic Advisors, September 2004

Employment and wages

The highest average wage by industry in Western Wisconsin (in construction) is earned by 2.6 percent of the workers while the lowest annual wage of $9,109 from leisure and hospitality employers is paid to workers in eight percent of the jobs in the county. The average annual wage in the county of $28,204 is 84 percent of the state average annual wage after increasing 3.7 percent, outpacing the average statewide increase of 3.1 percent.

Referencing the data in the bottom table, the greatest increase in jobs by industry occurred with education & health employers with the addition of 607 jobs. Employers in education and health services provide one-in-four jobs in the area and have the largest payroll in the region. The average annual wage in this industry of $31,178, is 89 percent of the wage for similar work in the state. This average wage is about three thousand dollars more than the general average wage for workers in Western Wisconsin.

2003 Average Annual Wage by Industry Division in Western WDA

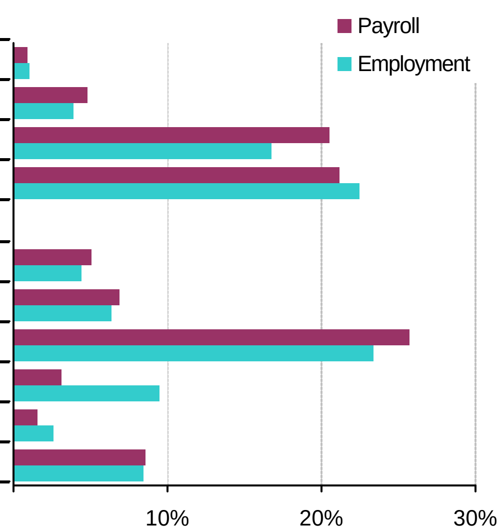
	Average Annual Wage		Percent of	1-year
	Wisconsin	Western	Wisconsin	% change
All Industries	$ 33,423	$28,204	84%	3.7%
Natural resources	$ 25,723	$24,466	95%	8.6%
Construction	$ 40,228	$35,395	88%	-3.5%
Manufacturing	$ 42,013	$34,388	82%	4.5%
Trade, Transportation, Utilities	$ 28,896	$26,703	92%	3.6%
Information	$ 39,175	Not avail.	Not avail.	Not avail.
Financial activities	$ 42,946	$32,593	76%	6.0%
Professional & Business Services	$ 38,076	$30,129	79%	11.7%
Education & Health	$ 35,045	$31,178	89%	2.8%
Leisure & Hospitality	$ 12,002	$9,109	76%	2.3%
Other services	$ 19,710	$17,566	89%	3.3%
Public Admininistration	$ 35,689	$28,792	81%	3.9%

Source: WI DWD, Bureau of Workforce Information, Quarterly Census of Employment & Wages

Several factors influence average wages in industries including occupation composition (professional and technical jobs generally have higher wages than clerical and service occupations), job tenure (those with more seniority are paid more than new hires), average workweek (full or part-time), and seasonal and temporary employment.

2003 Employment and Wage Distribution by Industry in Western WDA

	Employment		
	Annual average	1-year change	Total Payroll
Natural Resources	1,463	223	$ 35,794,252
Construction	5,137	-158	$ 181,826,531
Manufacturing	22,431	-666	$ 771,348,962
Trade, Transportation, Utilities	29,959	-2	$ 799,989,528
Information	Suppressed	Not avail.	Suppressed
Financial Activities	5,847	287	$ 190,570,986
Professional & Business Services	8,496	303	$ 255,973,098
Education & Health	31,241	607	$ 974,041,815
Leisure & Hospitality	12,841	283	$ 116,966,990
Other services	3,436	4	$ 60,357,587
Public Administration	11,347	-249	$ 326,697,283
Not assigned	Suppressed	Not Avail.	Suppressed
All Industries	134,009	632	3,779,556,229



Source: WI DWD, Bureau of Workforce Information, Quarterly Census of Employment & Wages

Significant industries

Top Five Industries in Western WDA

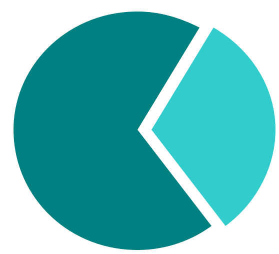
Industry	March-2004 Establishments	March-2004 Employees	Numeric Employment Change 2003 - 2004	Numeric Employment Change 1999 - 2004
Educational Services	70	11,168	-150	493
Food Services and Drinking Places	511	9,219	71	222
Hospitals	12	8,236	228	1,337
Executive, Legislative, & Gen. Government	217	7,717	19	839
Ambulatory Health Care Services	220	5,871	251	1,025

Source: DWD, Bureau of Workforce Information, Quarterly Census of Employment and Wages

There are five industries, included in the table above, in Western Wisconsin that are very significant in terms of the jobs they provide for local residents. The employers in these industries provide roughly one in every four jobs in the area.

A brief description of these five industries and the top 20 occupations in those industries projected to have the most job gain by 2012 follows. The following list is more industry-specific than the industry sector lists on pages 1 and 2, where broader, aggregate classifications are used.

Share of jobs in top five industries in Western WDA



I. Education Services

This industry includes both publicly and privately-owned establishments providing education, K-12 public school districts, private K-12 schools, technical colleges, and public and private universities. The University of Wisconsin—La Crosse, Viterbo University and the main campus for the Western Wisconsin Technical College (WWTC) are located in La Crosse. Five satellite campuses of WWTC are scattered throughout the Western region. Total employment in educational services is expected to increase by 15 percent from 2002 to 2012 in Western Wisconsin. Reasons for this growth are linked to both demographic and economic conditions. Economically, the current and projected changes in the area's job base have increased with the demand for skills training and retraining at the region's excellent technical college campuses. Demographically increasing enrollments in higher education are sparked by children of baby boomers. These trends will be the fuel for this industry's overall employment growth in Western Wisconsin even though flat enrollments in the K-12 system are projected for the future.

Top 20 Occupations in Wisconsin in Education Services Ranked by number of jobs projected in 2012

- Elementary School Teachers, Except Special Education
- Secondary School Teachers, Except Special and Vocational Education
- Teacher Assistants
- Middle School Teachers, Except Special and Vocational Education
- Janitors and Cleaners, Except Maids and Housekeeping Cleaners
- Secretaries, Except Legal, Medical, and Executive
- Vocational Education Teachers, Postsecondary
- Education Administrators, Elementary and Secondary School
- Special Ed. Teachers, Preschool, Kindergarten, and Elementary School
- Kindergarten Teachers, Except Special Education
- Education Administrators, Postsecondary
- Educational, Vocational, and School Counselors
- Executive Secretaries and Administrative Assistants
- Special Education Teachers, Secondary School
- Vocational Education Teachers, Secondary School
- Special Education Teachers, Middle School
- Business Teachers, Postsecondary
- Librarians
- Bookkeeping, Accounting, and Auditing Clerks
- Bus Drivers, School

Source: WI DWD, Office of Economic Advisors, Sept. 2004

II. Food Services and Drinking Places

This industry is one of the five largest industries in every region in Wisconsin and one of the five largest industries on a national level as well. It is a component industry within the larger leisure and hospitality sector, which is projected to show average growth in the area. The preponderance of employment in this industry is in full-service and fast food restaurants.

Although new job creation will not match the pace of the previous ten-year period, the demand for workers generated by replacement needs will remain high due to lower wages, seasonality and partial workweeks of many of the jobs. Many of this industry's jobs are entry-level and pay proportionate to the lower skills that are required. Census 2000 estimated the average workweek in the industry was roughly 32 hours and the average worker in this industry worked 43 weeks out of the year.

The fact that people continue to increase their spending on food outside of the home and modern day time pressures on families will contribute to the growth of this industry.

Top 20 Occupations in Wisconsin in Food Services and Drinking Places Ranked by number of jobs projected in 2012

Combined Food Preparation and Serving Workers, Including Fast Food
Waiters and Waitresses
Bartenders
Cooks, Restaurant
Cooks, Fast Food
First-Line Supervisors/Managers of Food Preparation and Serving Workers
Dishwashers
Food Preparation Workers
Cooks, Short Order
Dining Room and Cafeteria Attendants and Bartender Helpers
Hosts and Hostesses, Restaurant, Lounge, and Coffee Shop
Counter Attendants, Cafeteria, Food Concession, and Coffee Shop
Food Service Managers
Chefs and Head Cooks
Cashiers
Janitors and Cleaners, Except Maids and Housekeeping Cleaners
Driver/Sales Workers
General and Operations Managers
Truck Drivers, Light or Delivery Services
Bakers

Source: WI DWD, Office of Economic Advisors, Sept. 2004

III. Hospitals

Combining medical technology and the human touch, hospitals administer daily to the needs of many tens of thousands of people-from newborns to the critically ill.

It would be difficult to over estimate the strength and importance of the health care industry in Western Wisconsin. Two of the five largest industries in Western Wisconsin are components of the health care industry. Wisconsin as a whole has a higher than national average percentage of persons employed in the health care industry, and Western Wisconsin's percentage is higher than the state's average. In terms of employer size, two of the five largest businesses in Western Wisconsin are hospitals and hospitals appear on top 10 employer lists in almost every Western Wisconsin county.

Employment growth in hospitals, with industry cost pressures and increased utilization of clinics and other alternative care sites, will be the slower than other components of the rapidly growing Western Wisconsin health services industry. Nevertheless, the hospital industry will be the cornerstone of the health care industry in Western Wisconsin for decades to come.

Top 20 Occupations in Wisconsin in Hospitals Ranked by number of jobs projected in 2012

Registered Nurses
Nursing Aides, Orderlies, and Attendants
Licensed Practical and Licensed Vocational Nurses
Maids and Housekeeping Cleaners
Radiologic Technologists and Technicians
Medical and Clinical Laboratory Technologists
Medical and Health Services Managers
Physical Therapists
Janitors and Cleaners, Except Maids and Housekeeping Cleaners
Interviewers, Except Eligibility and Loan
Respiratory Therapists
Medical Secretaries
Surgical Technologists
Receptionists and Information Clerks
Medical Transcriptionists
Medical Assistants
Food Servers, Nonrestaurant
Medical Records and Health Information Technicians
Secretaries, Except Legal, Medical, and Executive
Occupational Therapists

Source: WI DWD, Office of Economic Advisors, Sept. 2004

IV. Executive, Legislative & General Government

This industry group includes all employment in public administration of government programs ***excluding*** jobs with state and local education, state hospitals and the US Postal Service. However, jobs in federal health clinics and federal hospitals (i.e. Veteran's Hospital) are included.

Public administration employment in March 2004 was the fourth largest industry group in the area, providing approximately 7,700 jobs for area workers. Except in Monroe County, the industry group is dominated by local government, which comprises the lion's share of public administration jobs in the other seven counties of Western Wisconsin.

Only two counties in Wisconsin (Dane and Milwaukee) have a higher number of federal employees than does Monroe County. The presence of Fort McCoy and the Veteran's Hospital in Monroe County are key to Monroe County's economic vitality. In addition to providing military training and national security; Fort McCoy's total direct job creation impact (military personnel, federal civilian, and contractors) was 3,120 jobs in 2004.

Police and Sheriff's Patrol Officers
Fire Fighters
Nursing Aides, Orderlies, and Attendants
Correctional Officers and Jailers
Legislators
Highway Maintenance Workers
Registered Nurses
Janitors and Cleaners, Except Maids and Housekeeping Cleaners
Office Clerks, General
Secretaries, Except Legal, Medical, and Executive
Emergency Medical Technicians and Paramedics
Bookkeeping, Accounting, and Auditing Clerks
Library Assistants, Clerical
Court, Municipal, and License Clerks
Recreation Workers
Child, Family, and School Social Workers
Landscaping and Groundskeeping Workers
Detectives and Criminal Investigators
Maintenance and Repair Workers, General
Water and Liquid Waste Treatment Plant and System Operators

Source: WI DWD, Office of Economic Advisors, Sept. 2004

V. Ambulatory Health Care Services

The ambulatory health care services industry subsector provides health care services directly or indirectly to ambulatory patients and do not usually provide inpatient services. Health practitioners in this subsector provide outpatient services and the subsector includes offices of physicians, dentists, chiropractors, mental health specialists, optometrists, and podiatrists.

Ambulatory health care services is one of two health industry subsectors in the top five industries in Western Wisconsin (the other being hospitals). While the hospital subsector's slow and steady growth will allow it to be the largest health care subsector for decades to come, it is the ambulatory care subsector that will experience a rapid growth rate over the next 15-20 years.

The majority of workers in health services are involved in direct patient care. But the list on the right also includes a number of occupations critical to the overall operation of a health care office, which are not related to patient care. These occupations include file clerks, general supervisors, receptionists, and office clerks.

Top 20 Occupations in Wisconsin in Ambulatory Health Care Services Ranked by number of jobs projected in 2012

Registered Nurses
Receptionists and Information Clerks
Medical Assistants
Dental Assistants
Dental Hygienists
Internists, General
Office Clerks, General
Licensed Practical and Licensed Vocational Nurses
Medical Records and Health Information Technicians
Medical Secretaries
Family and General Practitioners
Medical Transcriptionists
Billing and Posting Clerks and Machine Operators
Nursing Aides, Orderlies, and Attendants
Radiologic Technologists and Technicians
First-Line Supervisors/Managers of Office & Administrative Support Workers
Dentists
Surgeons
File Clerks
Medical and Health Services Managers

Source: WI DWD, Office of Economic Advisors, Sept. 2004

Occupation projections

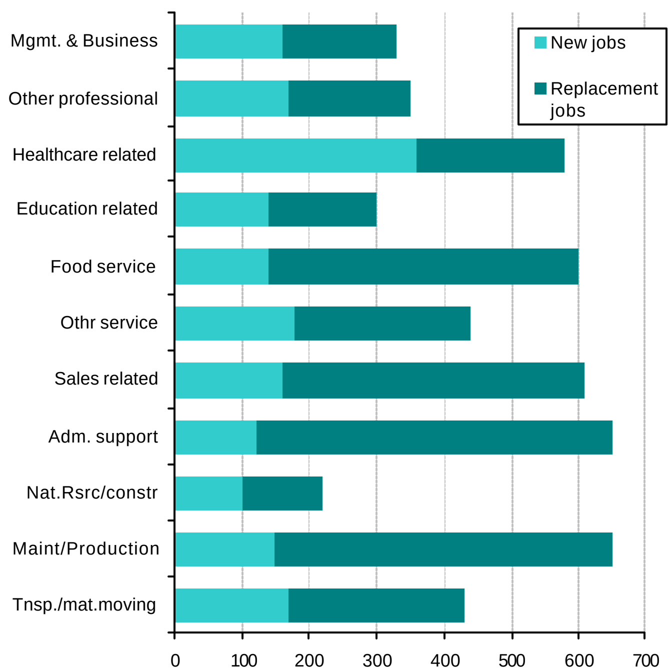
Occupational Group Summary for Western Workforce Development Area

Occupational Groups	Estimated Employment		2002 - 2012 Change		Annual average			Average hourly wage	Annual average wage
	2002	2012	Numeric	Percent	New Jobs	Replace-ments	Total Openings		
Total, All Occupations	134,340	152,780	18,440	13.7%	1,840	3,280	5,120	$14.46	$30,074
Management, Business & Financial Operations	9,010	10,570	1,560	17.3%	160	170	330	$27.03	$56,215
Computer, Math, Architecture & Engineering	3,110	3,770	660	21.2%	70	60	130	$24.07	$50,067
Life & Social Sciences, Legal, Art & Entertaining	5,700	6,690	990	17.4%	100	120	220	$17.34	$36,058
Education, Training, & Library	7,320	8,690	1,370	18.7%	140	160	300	$17.34	$36,062
Healthcare Practitioners, Technicians & Support	12,300	15,850	3,550	28.9%	360	220	580	$17.93	$37,285
Food Preparation & Serving	11,690	13,080	1,390	11.9%	140	460	600	$7.68	$15,970
Protective, Maintenance & Personal Care Service	10,650	12,460	1,810	17.0%	180	260	440	$11.00	$22,881
Sales and Related	12,810	14,410	1,600	12.5%	160	450	610	$12.42	$25,838
Office/Administrative Support	22,320	23,520	1,200	5.4%	120	530	650	$12.14	$25,257
Natural Resources, Mining & Construction	5,630	6,680	1,050	18.7%	100	120	220	$17.13	$35,634
Installation, Maintenance, Repair & Production	20,960	22,480	1,520	7.3%	150	500	650	$13.83	$28,769
Transportation/Material Moving	12,860	14,600	1,740	13.5%	170	260	430	$15.31	$31,843

Source: Wisconsin Department of Workforce Development, Office of Economic Advisors, September 2004

The next three pages contain a more in-depth discussion of the Western Wisconsin's occupational outlook. The above table presents the area's employment by general occupational groups and their projected growth from 2002 to 2012.

Annual Openings by Occupation Groups in Western WDA



Source: WI DWD, Office of Economic Advisors, September 2004

Total occupational employment is projected to grow by 18,440 jobs by 2012. This equals the total industry employment growth mentioned earlier in the profile. The annual average number of new jobs, 1,840 new jobs per year, differs with the higher figure of annual average 'total openings' because total openings is a combination of both the total new jobs and replacement worker needs. Replacements are basically a "zero sum" figure in terms of job growth because replacement workers are not filling newly created jobs, but are filling existing, vacated positions. To the job seeker, it is probably immaterial as to how a job opening becomes available, but to analysts, economic developers, and workforce centers this is a significant distinction.

The big picture of the future job market shows that about 65 percent of all job openings will be generated by the need for replacement workers. This pattern is not unique to the Western Wisconsin area. Most replacement needs are the result of a natural churn in the labor market of workers changing jobs, moving up career ladders, and worker retirement. Replacement worker needs due to retirement will become much more common in the coming years.

The differences between the projected number of new jobs in occupations and their replacement needs are a result of where the economy is heading, reflecting both structural economic and demographic changes. An

Twelve Occupations with the Most Annual Openings from 2002-2012 in Western Workforce Development Area

Occupational Title	Estimated Employment 2002	Estimated Employment 2012	2002-2012 Change Numeric	2002-2012 Change Percent	Annual average New Jobs	Annual average Replace-ments	Annual average Total Openings	Typical Education or Training Path	Average Wage	Middle 50 Percent Hourly Wage Range
Cashiers	3,800	4,140	340	8.9%	40	190	230	1 mo. or less trng. on-the-job	$7.81	$6.47 - $8.91
Retail Salespersons	3,900	4,400	500	12.8%	50	140	190	1 mo. or less trng. on-the-job	$9.28	$6.80 - $10.19
Truck Drivers/Hvy/Tractor-Trailer	4,080	4,990	910	22.3%	90	70	160	1-12 mo. training on-the-job	$21.70	$15.57 - $27.25
Registered Nurses	3,050	3,950	900	29.5%	90	60	150	Bachelor's or Assoc. degree**	$21.24	$18.41 - $22.97
Comb Food Prep/Server/Incl Fast	2,360	2,820	460	19.5%	50	100	150	1 mo. or less trng. on-the-job	$7.29	$6.08 - $8.08
Waiters/Waitresses	2,330	2,640	310	13.3%	30	120	150	1 mo. or less trng. on-the-job	$6.91	$5.82 - $6.89
Nursing Aides/Orderlies/Attndnts	2,290	2,760	470	20.5%	50	30	80	1 mo. or less trng. on-the-job	$10.19	$9.13 - $11.06
Labrs/Frght/Stock/Matrl Movrs/Hand	2,280	2,290	10	0.4%	0	80	80	1 mo. or less trng. on-the-job	$9.57	$7.65 - $10.91
Janitors/Cleanrs Ex Maids/Hskpng	2,250	2,560	310	13.8%	30	40	70	1 mo. or less trng. on-the-job	$9.63	$7.59 - $11.23
Team Assemblers	2,500	2,440	-60	-2.4%	0	70	70	1-12 mo. training on-the-job	$11.44	$9.17 - $13.50
Office Clerks/General	2,240	2,390	150	6.7%	20	50	70	1 mo. or less trng. on-the-job	$10.98	$8.35 - $12.89
Sls Reps/Whlsl/Mfg/Ex Tech/Sci	1,500	1,800	300	20.0%	30	40	70	1-12 mo. training on-the-job	$23.12	$14.93 - $27.75

Source: WI DWD, Office of Economic Advisors, September 2004 * may include classroom instruction ** depends on employer

occupation that is creating more new jobs than it has replacement needs shows an accelerating 'economic' need or increased demand for these workers. An occupation that shows a significantly higher need for replacements than newly created jobs signifies that the occupation is a) more likely to be entry-level with a shorter–than-average job tenure, or b) is likely to be prominent in a slowly growing industry, yet is likely to have many of its older workers retiring thus creating openings for replacements.

Western Wisconsin's largest occupational group (broad category on previous page) is and will continue to be workers in office and administrative support; 85 percent of its projected need will be for replacement workers. Healthcare practitioners, technicians and support occupations show the largest percentage of their projected total openings from newly created jobs reflecting the projected large employment growth in the healthcare industry.

The table above lists specific occupations with the most projected annual openings in the area. Generally, this list shows reveals little new information as compared to previous projections, entry-level occupations with shorter tenures and high turnover

Twelve Occupations with the Greatest Percent Change from 2002-2012 in Western Workforce Development Area

Occupational Title	Estimated Employment 2002	Estimated Employment 2012	2002-2012 Change Numeric	2002-2012 Change Percent	Annual average New Jobs	Annual average Replace-ments	Annual average Total Openings	Typical Education or Training Path	Average Wage	Middle 50 Percent Hourly Wage Range
Medical Assts	390	630	240	61.5%	20	10	30	1-12 mos. training on-the-job	$10.98	$9.53 - $12.57
Medcl Records/Health Info Techs	230	370	140	60.9%	10	0	10	Associate degree	$11.65	$9.02 - $13.38
Computer Software Engnrs Apps	160	250	90	56.3%	10	0	10	Bachelor's degree	$25.81	$19.32 - $31.88
Dental Hygienists	170	250	80	47.1%	10	0	10	Associate degree	$24.13	$22.58 - $26.65
Personal and Home Care Aides	610	880	270	44.3%	30	10	40	1 mo. or less trng. on-the-job	$8.70	$7.73 - $9.76
Home Health Aides	460	660	200	43.5%	20	10	30	1 mo. or less trng. on-the-job	$8.80	$7.75 - $9.84
Dental Assts	280	400	120	42.9%	10	10	20	1-12 mos. training on-the-job	$11.36	$10.13 - $12.72
Social/Human Service Assts	420	600	180	42.9%	20	10	30	1-12 mos. training on-the-job	$10.87	$8.32 - $13.06
Computer/Inform Systems Mgrs	160	220	60	37.5%	10	0	10	Bachelor's or higher degree, plu	$33.51	$25.47 - $39.54
Network/Computer Systems Admin	160	220	60	37.5%	10	0	10	Bachelor's degree	$21.80	$16.47 - $25.92
Self-Enrichment Ed Teachers	160	220	60	37.5%	10	0	10	Work experience in a related o	$14.52	$10.80 - $17.10
Family/General Practitioners	150	200	50	33.3%	10	0	10	First professional degree	$81.47	$63.02 - $0.00

Source: WI DWD, Office of Economic Advisors, September 2004 * may include classroom instruction ** depends on employer have the most openings. But the presence of registered nurses on this list is notable, not only because of the attention it receives as an occupation in dire need of more workers, but because of its fourth ranking on *this* list. It is the only occupation on the list that absolutely requires substantive post-secondary education.

The list of the region's fastest growing occupations (bottom of previous page) includes occupations whose percentage change will be relatively large, though the number of jobs in these occupations may not necessarily be numerically large in spite of fast growth. One will notice that the majority of these fastest growing occupations are related to healthcare.

One of the most common misconceptions about the future labor market is that the majority of the nation's (and area's) jobs will require a four-year college degree, minimum. This is a false notion as noted by the table at the bottom of this page. While it is true that the rate of growth in jobs that require a bachelor's degree is higher than the rate of growth for entry level jobs, the fact remains that most occupations and about 59 percent of the region's total jobs will only require short-or moderate-term on the job training.

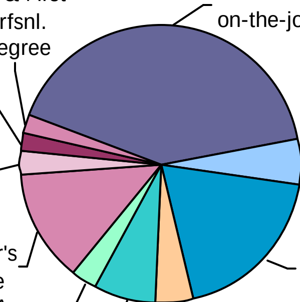
The area workforce will continue to make use of Western's excellent technical collage system, as jobs requiring a associate degree will increase by almost 25 percent and occupations requiring a vocational certification increasing by 15 percent by 2012. In addition, often the technical collage system can assist workers in obtaining 'long-term' on-the-job training and adequate substitutions for 'work experience' in a related occupation.

A positive correlation can be found between higher wages and higher educational attainment. More education does not insure higher wages, but it does create a better chance of working in higher paying occupations. Many of the jobs requiring higher education will be newly created jobs in response to the labor market's evolving needs as opposed to being replacement jobs.

The complete list of occupational projections can be found at:

http://dwd.wisconsin.gov/oea/wda/projections/se.htm

Distribution of Total Openings in Western WDA by Training Path



Typical Education or Training Path* for Jobs in Western Workforce Development Area

Education or Training	Number of Occupations	Estimated Employment 2002	Estimated Employment 2012	2002-2012 Change Numeric	2002-2012 Change Percent	Annual average New Jobs	Annual average Replace-ments	Annual average Total Openings	Distribution of Total Openings
Total	735	134,350	152,780	18,430	13.7%	1,850	3,290	5,140	100.0%
Associate degree	32	3,540	4,410	870	24.6%	90	70	160	3.1%
Bachelor's degree	107	16,290	19,640	3,350	20.6%	340	330	670	13.0%
Master's degree	36	2,670	3,190	520	19.5%	50	50	100	1.9%
First professional degree	16	1,430	1,800	370	25.9%	40	20	60	1.2%
Doctoral degree	40	940	1,220	280	29.8%	30	20	50	1.0%
Long-term on-the-job training	81	9,760	11,080	1,320	13.5%	130	220	350	6.8%
Moderate-term on-the-job training	165	30,420	33,640	3,220	10.6%	320	630	950	18.5%
Short-term on-the-job training	135	50,940	56,720	5,780	11.3%	580	1,560	2,140	41.6%
Bachelor's degree or more, plus work exp.	30	4,460	5,180	720	16.1%	70	80	150	2.9%
Work exp. in a related occupation	42	7,900	8,990	1,090	13.8%	110	170	280	5.4%
Postsecondary vocational training	51	6,000	6,910	910	15.2%	90	140	230	4.5%

* This provides a general indication of the education or training typically needed in occupations. There may be other pathways.

Source: WI DWD, Office of Economic Advisors, September 2004

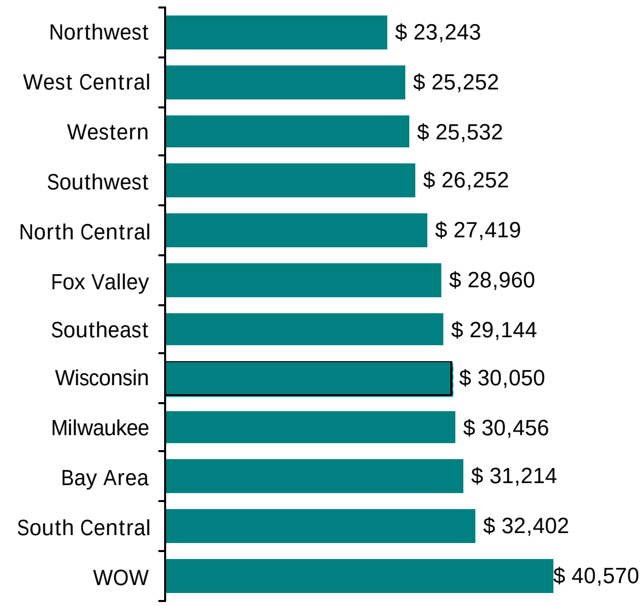
Total personal income

Total personal income is the sum of net earnings, income from dividends, interest and rent, and receipts from transfer payments. The data on personal income, collected by the US Bureau of Economic Analysis, is the most complete set of personal income published.

Two-thirds of total personal income (TPI) in the Western region is from net earnings. Net earnings include wage and salary disbursements including employer contributions for pension, insurance and government social insurance; proprietor's income; and adjustment for residents who work in jobs outside the area.

Net earnings increased 28.4 percent in the last five years, faster than in Wisconsin, but it failed to keep pace with the national rate of increase. Net earnings reflect the wages earned in an area, which, in turn, reflect the industry and occupation patterns of the workers in the area, both previously discussed. The importance of occupational patterns in a region cannot be overstated. Areas with higher concentrations of professional and technical workers have higher earnings. The highest per capita net earnings among the WDA's is $29,067 in the WOW WDA where more than 30 percent of the

Per Capita Personal Income by WDA



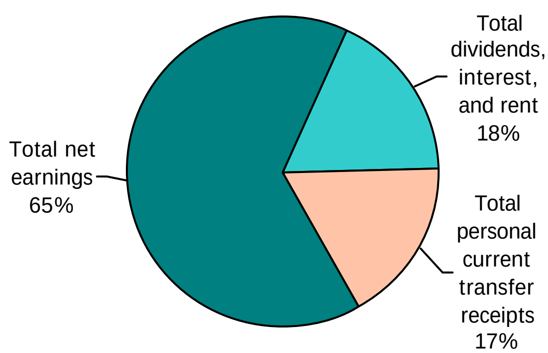
Source: US Dept. of Commerce, Bureau of Economic Analysis

Total Personal Income in Western Workforce Development Area

	1997	2002	% Change from 1997 to 2002: Western	Wisconsin	United States
Population	272,426	280,114	2.8%	3.3%	5.6%
Total Personal Income (in thousands)	$5,586,347	$7,151,998	28.0%	26.6%	28.8%
Net Earnings	$3,631,595	$4,664,328	28.4%	27.6%	30.4%
Dividends, Interest, and Rental Income	$1,087,261	$1,265,927	16.4%	14.9%	18.4%
Transfer Receipts	$867,491	$1,221,743	40.8%	39.4%	35.8%
Income Maintenance	$60,768	$68,675	13.0%	29.1%	21.3%
Unemployment insurance benefit payments	$26,360	$53,732	103.8%	147.2%	166.1%
Retirement and other	$780,363	$1,099,336	40.9%	36.9%	34.4%
Per Capita Personal Income	$20,506	$25,532	24.5%	22.6%	22.0%
Per Capita Net Earnings	$13,331	$16,652	24.9%	23.5%	23.4%
Per Capita Dividends, Interest, and Rental Income	$3,991	$4,519	13.2%	11.3%	12.1%
Per Capita Transfer Receipts	$3,184	$4,362	37.0%	35.0%	28.6%
Total Employment (see glossary)	170,915	180,207	5.4%	5.0%	7.3%
Wage and salary jobs	135,906	143,028	5.2%	4.3%	5.9%
Number of non-farm proprietors	23,779	26,173	10.1%	11.2%	16.0%
Average earnings per job	$24,387	$29,564	21.2%	21.0%	21.2%
Average wage & salary disbursements	$22,583	$27,116	20.1%	19.0%	21.1%
Average nonfarm proprietors income	$15,524	$20,230	30.3%	37.0%	24.7%

Source: Special tabulation by WI DWD, Office of Economic Advisors & US Dept. of Commerce, Bureau of Economic Analysis, May 2004 workers are in professional and technical occupations. In the Western region roughly 28 percent of the jobs are in these occupations, and even then the mix of professional jobs includes a smaller share of jobs that

Major Components of Total Personal Income in 2002 in Western Workforce Development Area



Source: Special tabulation by WI OEA & US BEA files

command higher wages. Furthermore, since there are a lower percentage of professional/technical jobs available in Western Wisconsin, there is generally more competition among job seekers for those jobs, creating a buyers' market for employers in Western Wisconsin hiring professional/technical workers.

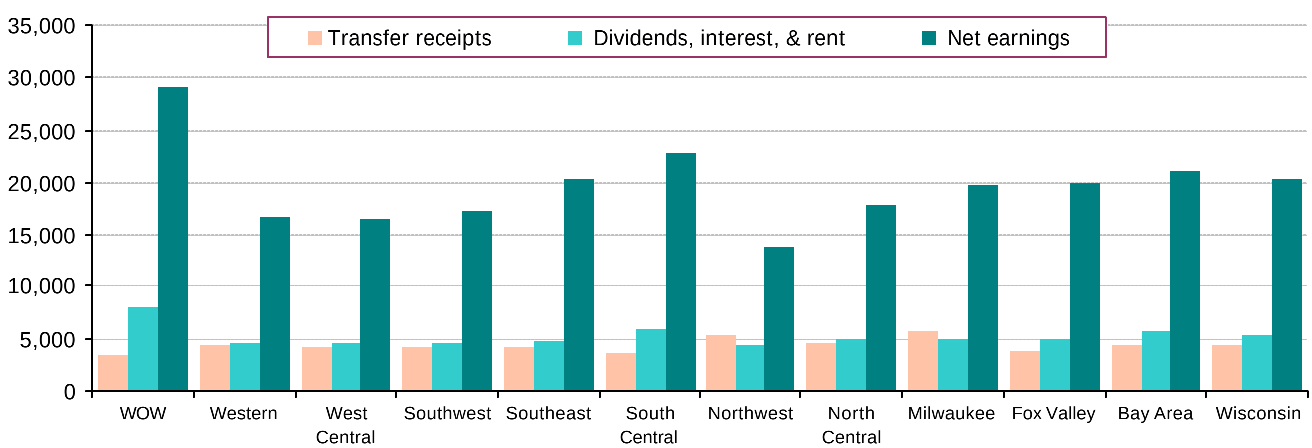
The second greatest source of income in the Western WDA, 18 percent, is from personal current transfer receipts. Transfer receipts include benefits from government social insurance funds, primarily Social Security and Medicare, and other programs. Unlike the other two components of total personal income, transfer receipts increased more rapidly in the latter years of the five-year period as the recession deepened and retirements (possibly related to layoffs) increased.

The last piece of the total personal income puzzle, income from dividends, interest and rent receipts increased 17 percent over the last five years.

In the last five years total personal income increased 28 percent in Western Wisconsin, a faster rate of increase than the increases in Wisconsin, but slightly slower than the national rate of increase. In spite of this growth in TPI, per capita personal income increased only 24.5 percent, just somewhat better than in Wisconsin and the United States. The explanation for an increase in TPI that exceeded the increase in PCPI is population demographics.

Per capita personal income (PCPI) is the result of total personal income divided by total population. If a greater share of residents are younger or older they contribute less (or not at all) to total income. A region that has a higher share of younger or older population will have a lower PCPI. Conversely, a population with a greater share of residence middle-aged (and in their prime working years) will generally have a higher PCPI, especially since earnings from employment are the greatest component of the total personal income puzzle.

Per Capita Income by Major Components of Total Personal Income: 2002

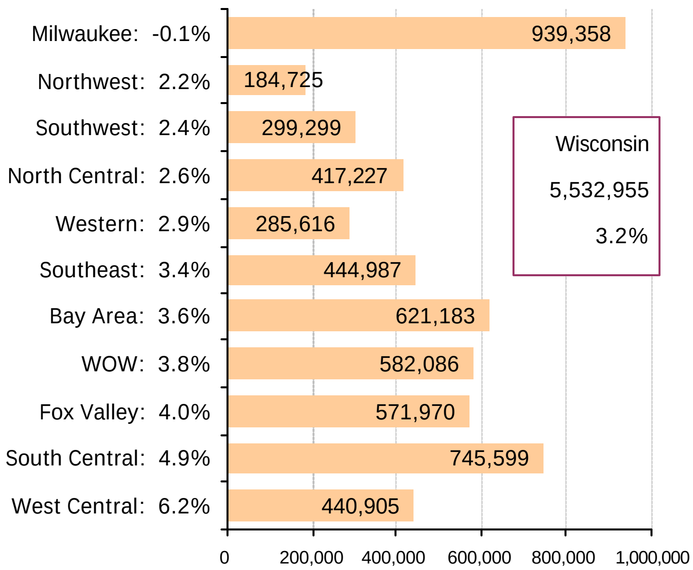


Source: Special tabulation by WI DWD, Office of Economic Advisors & US Dept. of Commerce, Bureau of Economic Analysis

Connecting the Elements

All of the elements in this profile industry, earnings, occupational patterns, income and population are connected. Industry provides jobs, jobs generate earnings and earnings attract workers and, through consumption, generate more jobs. Jobs require workers with occupational skills and those workers are part of the local labor force which is a share of the total population.

2004 WDA Population and Percent Change from 2000



Source: WI Dept. of Administration, Demorgraphic Services Center

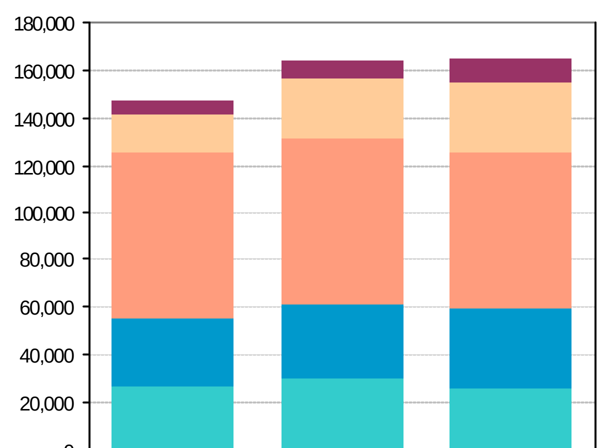
The population in Western Wisconsin is increasing, but at a slower pace than most, but not all other WDAs in Wisconsin. The population in the Western area in also increasing at a slower rate that the state itself. From 2000 to 2004 roughly 8,070 residents were added to the local population for a change of 2.9 percent. Only three of Wisconsin's 11 WDAs had lower numerical growth in population and only four of 11 had a lower growth rate. Over half of the increase in WDA population occurred in just two of eight Western counties: La Crosse and Monroe. The Western Wisconsin WDA represents about five percent of the state's population.

In general, the population increases either because there are more births than deaths in the area or because new residents move into the area. In Western Wisconsin the number of births exceeded the number of deaths by 2,452 residents resulting in 0.9 percentage point increase from natural causes over the time period. The population increased by 5,619 because more individuals moved into the area than moved out of the area, for a two percent growth in population over the four years. The population is projected to continue to expand primarily from migration.

The number of persons turning 18 each year in Western Wisconsin is on the decline, and will keep declining every year until 2015, where the number will level off. Meanwhile the number of persons in Western Wisconsin turning 65 each year continues to increase throughout the next 20 years. In 2023 the two trends will meet, that is the number of persons turning 65 in 2023 will equal the number of persons turning 18 in that year.

La Crosse County is the only county in Western Wisconsin where the persons turning 65 year does not surpass the persons turning 18 each year within the next 20 years. La Crosse's stability in this group (18 year olds) is due to the fact that La Crosse hosts a state

Western WDA Labor Force Projections by Age



	2000	2010	2020
65+	5,854	7,365	10,792
55-65	15,805	25,404	29,305
35-54	69,756	70,397	65,382
25-34	28,598	31,018	33,564
16-24	26,937	29,932	26,274
Total	146,951	164,117	165,318
Decade change	**6.7%**	**11.7%**	**0.7%**

Source: DWD, Office of Economic Advisors, August 2004 university, technical college, and a private university drawing a younger population. However, La Crosse's apparent stability in the 18 year old age has not protected the county from the acute labor shortages of the late 90s, nor will it insolate La Crosse from the coming labor shortages in the future. If instead of 18 as the lower age, 25 was chosen, the same crossing of the younger and older age as reported in other counties would occur. By 2020, there will be more people in La Crosse County celebrating their 65 birthday than their 25th or 30th. These demographic forecasts present a number of issues to address. Strategies for the future should include the retention of more college graduates.

Note on the graph on the bottom of the proceeding page the demographic shift in the workforce of the future in Western Wisconsin. The number of workers aged 16-24 will decline during the next 20 years as will those in their prime working years, aged 35-54.

Roughly 18 percent of the population is currently over 60 years old but by 2030 that share expands to nearly 28 percent. In contrast, 35 percent of the current population is under 25 years old and that shrinks to 31 percent by 2030.

One impact of an aging population will its effect the availability of labor. As residents age their participation in the labor force declines. Labor force participation rates (LFPR) among the population 25 to 50 years of age generally exceed 90 percent. But, after 55 years the LFPR begins to drop and by 60 years it is usually around 50 percent. As the population ages the number of residents may increase but increases in the labor force will slow dramatically. It is uncertain whether older individuals will remain in the labor force longer than they do currently.

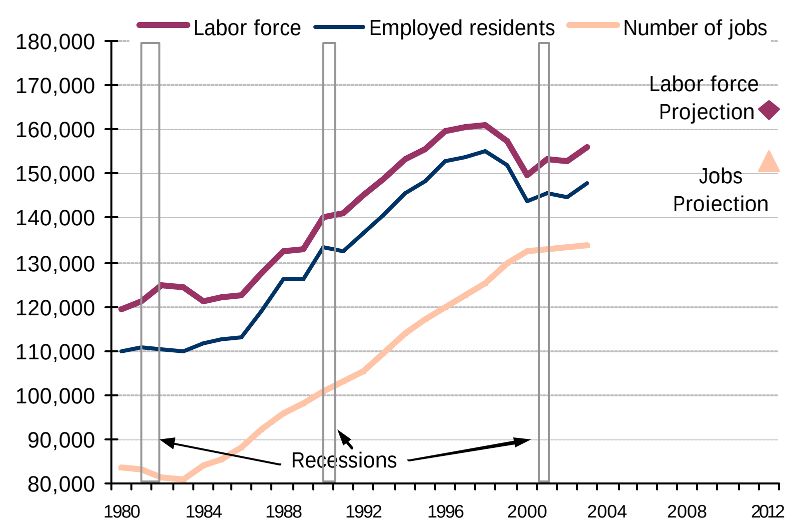
In the future, the disparity in age in the area workforce will create labor shortages due to retirements and the lack of replacement workers especially in occupations that rely on younger workers or require specialized skills.

Another issue has been the general focus on occupations that are rapidly growing, like those related to computer systems, or on occupations adding the most new jobs and inadequate attention on the numerous vacancies created when workers leave the occupation, like carpenters. There has also been a lack of attention given to occupations that require a physical presence in order to complete the job. These occupations are more likely to be locally-based and not prone to outsourcing.

And there is also the issue evolving from shifts in consumer behavior as the population ages. There is no better example of this than the healthcare industry and the correlation between an increase in age and the increased demand for healthcare services.

Awareness of the workforce issues is the first step in moving toward solutions and employers and planners in Western Wisconsin are asking questions and working on solutions.

Historic & Projected Labor Force & Jobs in Western WDA



Source: WI DWD, Bureau of Workforce Information & Office of Economic Advisors

The workforce development profiles are produced by the Office of Economic Advisors in the Wisconsin Department of Workforce Development. The author of this profile and regional contact for additional labor market information is:

Bill Brockmiller
402 N 8th St
La Crosse, WI 54601
Phone: 608-785-9337
email: william.brockmiller@dwd.state.wi.us